

Press release

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Salt – First in service among all operators in Switzerland, Germany and Austria



Salt was ranked first in service for its mobile service hotline by connect. The operator outperformed its competitors and was the overall winner in the three-country comparison, reaching a “very good” ranking for the third year in a row. Together with the broadband hotline test award from last August, Salt is now number one in service for mobile and broadband products in the DACH region.

On March 30, the German magazine “connect” published its yearly service hotline ranking for mobile telecommunication providers in the DACH region (Germany, Austria and Switzerland) and Salt was ranked first among all operators in the region. The evaluation was based on reachability, waiting time, friendliness and the quality of advice and counselling provided.

In the 2021 test edition, Salt significantly improved its rating on the quality of advice. This is the result of the company’s continued investments in service and training. Throughout the past year, a strong focus was put on systematically identifying and eliminating pain-points in the customer journey, which led to a significant increase of first call resolutions. Furthermore, the company also improved its waiting time score; on average, calls are answered within 54 seconds, which is twice as fast as its national competitors.

Back in August 2020, Salt also achieved excellent results for its broadband service hotline. For the third time in a row, the company was ranked number one among all providers in the DACH region. This year’s connect mobile hotline test results now reveal the company delivers the best service quality for B-to-C customers for both mobile and broadband products among all operators in Germany, Austria and Switzerland.

Pascal Grieder, CEO at Salt comments the test results: *“I am very proud that Salt now holds the number one position in the DACH region in both mobile and broadband segments. The improvement in our test scores is an impressive accomplishment, especially when considering the operational challenges we faced due to home office. The awards once again confirm that we provide Swiss consumers with world-class quality at the best price”*

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About Salt: Salt is a Swiss telecommunications provider which owns and operates an extensive, high-quality mobile telecommunications network. With Start, Basic, Swiss, Europe, World, Young and Surf, Salt offers a comprehensive portfolio of personal, straightforward and efficient mobile flat rate subscriptions. At up to 1 Gbps and no extra costs, Salt customers can surf on the fastest available internet connection (4G+) – without any speed limitation. Salt's ultra-fast 4G+ network covers over 55% of the Swiss population and its 4G network covers even 99%. Thanks to its ultrafast broadband solution called Salt Home, Salt provides a unique triple play service, which for the first time in Switzerland takes full advantage of the optical fiber technology by means of symmetrical data transmission rates of up to 10 Gbit/s. Salt Home can be combined in a gainful way with Salt's powerful mobile flat rate subscriptions.

Salt in figures: 1,306,400 postpaid customers (as of 31.12.2020), 105 Salt Stores and 4G coverage of 99% of Switzerland's population.